

Digital Media and Communications Specialist

The Association of Ontario Midwives (AOM) works to advance the clinical and professional practice of Indigenous/Aboriginal and Registered Midwives in Ontario. We are seeking a full-time *Digital Media and Communications Specialist* to join our dynamic and progressive organization.

Reporting to the Manager, Policy and Communications, the *Digital Media and Communications Specialist* is responsible for leveraging the work (products, services and events) of AOM departments (Indigenous Midwifery, Clinical and Professional Development, Clinical Practice Guidelines, Quality and Risk Management, Policy, and Membership Services) in order to conceptualize and implement effective digital media and communications campaigns. The *Specialist* will play a vital role in supporting the work of midwives and advancing the profession of midwifery in Ontario.

The *Specialist* has innovative ideas and a passion for storytelling. They are agile and know how to creatively leverage digital media including video, podcasts, and blogs. They understand social media channels and how to optimize content so that it is engaging. They are responsible for joining relevant conversations on social media on behalf of the AOM brand and for engaging on social media with midwives, clients and the general public. They can harness the potential of digital media and communications to achieve strategic objectives, superior member engagement and increased awareness of the AOM's work.

The *Specialist* is highly skilled at working collaboratively and adept at highlighting and showcasing the work developed by all AOM departments.

Key Competencies

- A relevant university degree (or equivalent) such as Communications, Marketing, New Media, Digital Media or Public Relations
- A proven passion for strategic storytelling and an ability to utilize analytics, qualitative data, and the analysis of trends to inform the work
- Understanding of communications within a context of equity and social justice, and the intersectionality of the social determinants of health
- Proven work experience (minimum 3-years) in social or digital media content production
- Proven track record developing plans and work-back schedules
- Ability to create custom images, videos, and graphics
- Exemplary writing, interviewing/consulting, editing (photo/video/text) and storytelling skills

- Demonstrable social networking experience and social analytics tools knowledge
- A team player with outstanding collaboration skills who can facilitate a meeting and lead ideas into actionable plans
- Understanding of communications within an association environment is an asset
- Excellent initiative and the capacity to work in a self-directed manner
- Able to manage multiple projects simultaneously and to meet deadlines in a fast-paced environment
- Solid computer skills, including MS Office, marketing software (Adobe Creative Suite), applications (Web analytics), editing software and familiarity with web design and CMS

The AOM is a pro-choice organization, supporting reproductive choice and access to abortion care. This position offers an excellent and dynamic work environment that promotes collaboration and professional development. The organization strives to provide an environment that promotes good work life balance.

This full-time position offers a salary competitive with similar positions offered in professional associations, and a competitive benefits package.

Please submit resume and cover letter to:

Christine Allen, Manager, Policy and Communications
christine.allen@aom.on.ca

Please include “Digital Media and Communications Specialist” in the subject line.

The submission deadline is 4:00 pm (EDT) on August 21, 2018.

Applications received will be held confidential, shared with the selection committee only, and be used only for the purposes of selection for this position.

The Association of Ontario Midwives is committed to inclusive and accessible employment practices. We welcome and encourage applications from individuals who reflect the broad diversity of communities with which we work. The AOM welcomes applications from people with disabilities and, as such, if you require an accommodation to fully participate in our application or hiring processes appropriate accommodations will be provided as required. Please contact christine.allen@aom.on.ca regarding your request.

For more information, visit our website: www.ontariomidwives.ca.

Due to the anticipated number of applications, we regret that we can only reply to those candidates who will be selected for an interview, but we thank all applicants for their interest in this position.